

### Abstract

The present invention provides rich media presentations to a requesting device when required. Attributes of the requesting device are determined and used to  
5 create optimized code for the requesting device. The attributes may include information relating to the operating system of the requesting device; a media player; a bandwidth parameter; presence or absence of a firewall, permissions related to the requesting device, and the like. A virtual player is created that includes code to play media files. A presentation package is created that sets the presentation attributes for the multimedia  
10 experience. A media package is created that instructs the virtual player what multimedia content to play.

